

Public Affairs Communicator

The journal for Navy public affairs professionals

From the desk of the CHINFO CMC

Thanks for the many e-mails, and keep sending your comments and issues to me at lovato.david@hq.navy.mil or call on my rickety answering machine at DSN 227-4806 or (703) 697-4806.

It was great to do a bit of a meet-n-greet at the JO Picnic in Norfolk recently, my third(?) time as a visitor to this event. I don't think I ever attended as the detailer, but I'll talk to JOCS(SW) Katie Suich and ask her if there's a way we can get her there for next year's barbecue. As always, it was super to meet with JOs ranging in experience from grizzled (JOCM(SW) Brown!) to newly arrived (JOSN Rogers). Talking of new arrivals, some of our people took care to ensure we had plenty of babies present to coo over!!

Gee! Meeting people face-to-face is kind of nice! Something you miss from being stuck in a puka at the Bureau!! Travel plans are afoot for training visits and briefing calls in the PACFLT area. It's all very tentative so far, but we're jelling up plans for Hawaii and Japan. As always, funding will be

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Internal, external media are close cousins

By Pam Warnken

Getting out of the box can take many forms. Consider internal information.

Internal information and media relations are true partners. Our internal stories can often be pitched to external markets.

But internal media is also connected strongly to external media in another way.

We produce community newspapers — just like the *Washington Post*, the *Chicago Tribune* and the *Annapolis Capital*. We copyfit. We dog-ear our stylebooks. We check facts. We interview, craft stories and we quote the experts. Photo selection, dummyping and layout are our daily fare just like the big papers — and all on deadline.

And we compete with them in journalism contests.

The Naval Academy learned first-hand that competition is a valuable way to build contacts with civilian newspaper movers and shakers. In other words, there is life beyond the CHINFO Merit Awards. And we should pursue it to build professionalism among our journalists.

Case in point

The commercial-enterprise publisher Comprint Military Papers of Gaithersburg, Md., publishes almost all military papers in the Washington, D.C., area, including the Academy's *Trident*. Comprint is owned by the *Washington Post*.

Comprint urged the Academy to enter the *Trident* in the annual
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an issue, but the concerns expressed by our senior journalists in this theater are valid in my opinion, and we'll look hard at getting away from the office to ensure some direct input-feedback chains are created.

So what kind of issues do we face that might call for crossing the dateline in pursuit? Well, they are not new problems, but they have been exacerbated in the last few years by changes in the manning level of our rating, by changes in the duty type of certain locations and by competing priorities defined by the CNO and his Manning Control Authorities. To assist and clarify many of these thorny manning and distribution issues, who better to have along than JOCS(SW) Katie Suich, our JO detailer, e-mail: p405cfx@persnet.navy.mil.

There's one other thing I'll need to brief to both senior JOs and unit PAOs — the senior enlisted

community leadership structure. This is a thorny issue indeed, as it impinges on not only PAOs and their resources, but it is not universally appreciated as a necessary evil by some decision-makers.

However, this will be my favorite subject, as I see it working wonders in other communities and judge that we need a similar approach to personnel management and retention, or face a peril of declining in numbers further.

Feel free to let me know if there's something on your mind! I will definitely let you know if there's something on mine!

Your Shipmate,

*JOCM(SW) D.L. Lovato
CHINFO SEA/CMC*

Journalist Spring Advancements

Please join me in congratulating the journalists listed below who were selected for advancement from the March 2000 exam. The new chevron reflects an abundance of hard work, sacrifice and commitment.

Advancement opportunity at all three pay grades was well above the Navy averages. There were 11 E-6; 37 E-5 and 20 E-4 selections. Advancements in the JO rating included 41.4 percent of those eligible for promotion to E-6, 60.3 percent of eligible E-5 candidates and 100 percent of those eligible for E-4. Navywide, those numbers were not as high: 14.4 percent for E-6, 20.7 percent for E-5 and 67.2 percent for E-4.

Again, congratulations on your accomplishment!

RADM Stephen Pietropaoli, CHINFO

JO1 April Ashe	JO2 Hendric Dickson	JO2 Melody Scalfone	JO3 Erin Davis
JO1 Scott Boyle	JO2 Christine Gearheart	JO2 Jennifer Setzer	JO3 Kevin Downey
JO1 Travis Conley	JO2 Karen Golembieski	JO2 Harry Shadoan	JO3 Angela Frye
JO1 John Harrington	JO2 Phillip Hasenkamp	JO2 William Shewman	JO3 Melissa Hughes
JO1 Sean Hughes	JO2 Hector Herrera	JO2 Misti Skidmore	JO3 Cara Hunt
JO1 Odell Isaac II	JO2 Trevor Hoehne	JO2 Kayla Thompson	JO3 Galloway Looney
JO1 Michael Mitchell	JO2 Jennifer Kute	JO2 Sherry Velonis	JO3 Judi McReynolds
JO1 Jason Pederson	JO2 Bashon Mann	JO2 Shawn Walleck	JO3 Paul Newell
JO1 James Pinsky	JO2 Candice McKnight	JO2 Margaret Warren	JO3 Mathew Oldham
JO1 Erik Schneider	JO2 Brian McNeal	JO2 Robert Wesselman	JO3 Steven Owsley
JO1 Gordon Wright	JO2 Michael New	JO2 Christine Williams	JO3 Amy Pittmann
	JO2 Roland Ortiz	JO2 Heather Williams	JO3 Barbara Rofkar
JO2 Denise Alford	JO2 Monica Padluck	JO2 Carmichael Yopez	JO3 Alicia Rogers
JO2 Danielle Boyd	JO2 Ardmond Pree		JO3 John Rous
JO2 Jeremy Brooks	JO2 Starre Quinones	JO3 Jeannett Bowles	JO3 John Todd
JO2 Harold Bucher	JO2 Cori Rhea	JO3 Eric Brown	JO3 Rafael Valdez
JO2 Sarah Condit	JO2 Kurt Riggs	JO3 Shevo Cleveland	
JO2 Sarah Deal	JO2 Christine Robinson	JO3 Scott Cohen	

Sweeping the seven seas to reach Sailors

Naval Media Center recently earned a PR News Platinum PR Award for "U.S. Navy Internal Communications Program," Internal Communications category. The following article is reprinted with permission from "PR News," July 24, 2000.

The Case

The U.S. Navy faced the same challenge in 1999 as it has every year of its existence — finding ways to provide timely, accurate and relevant news and information to more than 375,000 active-duty personnel scattered all around the globe. The Naval Media Center (NMC) also needed to stay connected with the 180,000 Reservists and 186,000 civilians who contribute to the Navy's mission. And in a superheated employment market, NMC sought ways to improve the service's recruitment and retention rates, especially for first-term enlistees — 18- to 25-year-olds interested in or already serving in the Navy. This meant facing head-on issues of morale, leadership, even political and policy changes affecting national security.

A Message in Every Port

Because of its geographical challenges, NMC made use of almost every medium available — magazines, newsletters, journals, radio and television broadcast, video and online — in different sizes and segment lengths. Differences among prospective audiences also shaped the content, whether news, features or policy statements, even though

core messages had to stay consistent among outlets. NMC was responsible for strategic communications goals — strengthening Sailors' support for and understanding of the Navy's mission, especially as it evolves (e.g., its role in humanitarian assistance, drug interdiction and rescues at sea).

The nature of life in the service required tactical objectives be addressed consistently, such as demonstrating commitment to health and fitness, fostering team unity and promoting an appreciation of other duty assignments and locations. In serving multiple segments of its audience with the same vehicles, NMC had to avoid preachiness or condescension, to avoid alienating individual members. In writing about the four Sailors of the Year, for instance, the articles aimed to show them as regular folks, people other Sailors could identify with, but also to demonstrate the qualities that officers would look for in stellar performers.

The monthly magazine, *All Hands*, particularly targeted the first-time enlistees NMC wanted to encourage to stay in the service. "There was a redesign of the magazine, to make it much more appealing to the primary



audience, to make it make it more visually appealing. It's much bolder. It grabs you. We're trying to stay on that cutting edge," said LT Brook DeWalt, print media coordinator at NMC.

He noted that the younger demographic group the magazine is intended for was raised in a different media environment and has different expectations. In your father's Navy, it might not have been possible to shake things up. But, DeWalt says the Media Center benefited from command officers who have the right perspective. "We have leadership that takes into consideration who we're trying to reach, so we're able to produce a magazine that appeals to our target audience,"

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Sailors, con't. from page 3

he explained.

Broadcast products included the NMC producing its own 30-minute TV news program for weekly distribution, not only to naval bases, ships, subs and squadrons, but also to the Marine Corps, more than 320 commercial cable stations, the Armed Forces Radio and Television Service and the Direct-to-Sailor service, a dedicated satellite broadcast system designed for remote radio transmission and TV viewing at sea. NMC also supervised 20 broadcast detachments in 14 countries, that produce TV news and entertainment for Sailors stationed overseas.



For officers and professionals, there was the "Captain's Call Kit," a quarterly policy publication designed for commanding officers of more than 7,000 units worldwide. The Navy also has a large group of geographically diverse public affairs officers who receive their own quarterly journal, filled with information about internal

communications and working with the media and general public.

Measuring Success

Subjective feedback was extensive, though DeWalt said NMC did not track the numbers. "One of the things we learned," he added, "was that we need to be able to measure our results. We need to be a little more specific."

Cousins, con't. from Page 1

Maryland-Delaware-District of Columbia (MDDC) Press Association competition. We were reluctant. Compiling contest packages takes time. But Comprint pushed. We took a day over the Christmas holidays, reviewed the 1999 *Tridents* and culled the best in MDDC's categories, which differed from the CHINFO Merit categories.

We looked for standouts in headlines, stand-alone photos, science pieces, features, religion, human interest and series writing.

Other military papers entering the MDDC contest were *The Tester* (Pax River), *The Journal* (Bethesda) and *The Pentagongram* (Fort Myer, Arlington, Va.). But none proved as successful as *Trident*, which was the only military paper to place, taking three second place awards, despite competing against all tabloid newspapers entered, not just the military ones.

The winners

USNA's winners in the MDDC Press Association contest were:

- JO3 Jean Ross' science story, "Navigation links old stars with new computers";

- ENS Mitch Eisenberg (a non-PAO TAD to *Trident*) for his headline, "Marine jumps ship, sails with Navy";

- LTJG Leslie Hull-Ryde's general news photo, "Mids' tackle lobster in King Hall"

Just by entering and running a credible paper, the Academy won a prestigious contest — in a region that features one of the highest concentrations of media in the free world — Washington, D.C.

But there was another benefit linked to media relations. The *Trident* team took its place as winners among many prominent journalists and editors attending the awards banquet at the Renaissance Hotel, Washington, D.C.

We mingled. Our enlisted journalists took their place as serious newspaper people. Our Navy uniforms and the Naval Academy affiliation said, "We're professional journalists, too."

The next time we call the *Washington Post*, they'll know Navy journalists are right there in the winner's circle with them.

Pam Warnken is the deputy PAO, U.S. Naval Academy, Annapolis, Md.

Thoughts for the forward-deployed PAO

By LT Rick Haupt

Forward presence. Power projection:

With a diversity of warfare specialties and real-world relevance unlike any other platform, an Amphibious Ready Group (ARG) with its embarked Marine Expeditionary Unit (MEU) is arguably one of the best places to show off the blue/green Navy and Marine Corps team. Operating in the littorals, ARG/MEU teams provide the rapid response called for by Navy and Marine Corps white papers "Forward ... From the Sea" and "Operational Maneuver from the Sea." What's more is they succeed because of the teamwork developed between the two service units.

Having followed the footsteps of then SURFPAC's LCDR Dawn Cutler and Reserve LCDR Terry Shannon aboard USS *Kearsarge's* (LHD 3) Amphibious Ready Group in the summer of 1999. My assignment was to continue the improvement of forward-deployed ARG public affairs.

Arriving on scene without the luxury of work-ups or training in expeditionary warfare provided me a bit of a learning curve about the brown-water business. So listen and learn I did. But as with any new job, no matter what the operational specialty, standard public affairs skills apply. And by the end of my six-month deployment with USS *Bataan's* (LHD 5) Amphibious Ready Group, I discovered that an ARG — in a metaphorical public affairs way — is really like a fruit tree, ripe for the picking.

Putting it together

Embarked Navy units aboard ARG ships — typically an amphibious assault ship (LHD or LHA), amphibious transport dock (LPD) and amphibious dock landing ship (LSD) — include an Explosive Ordnance Disposal (EOD) unit, SEALs, Fleet Surgical Team, Assault Craft Unit, Beachmaster Unit, Tactical Control Squadron (TACRON) and the Amphibious Squadron (PHIBRON) commander plus the staff.

When they combine with an MEU, the units sport the diversity, action and photographic characteristics for an easy media sell. EOD divers clearing ordnance, SEALs fast-roping, amphibious craft beaching, tanks spitting sand, Marines storming the beaches by foot and in amphibious assault vehicles and *Harriers* screaming overhead are just a few of the many ARG/MEU visuals.

"We always get the best stuff on ARGs," said Joe Flanagan, a veteran reporter for Norfolk's WVEC-TV who's been involved with a total of 14 hour-long Navy



USS *Bataan* (LHD 5) Sailors deploy a weather balloon to obtain atmospheric conditions.

U.S. Navy photo

Christmas productions featuring deployed Norfolk Sailors. "There are so many different things for the viewer to see."

Challenges

But, with the plethora of opportunity comes a challenge for the Navy PAO. For years, public affairs efforts aboard Amphibious Ready Groups have suffered from manning shortfalls, fragmentation, passivity and lack of coordination, leading to then-6th Fleet PAO CDR Brian Cullin's article in the June 1998 issue of *PA Communicator* calling for improvement.

When *Bataan's* ARG deployed Sept. 15, 1999, it suffered from all of these issues. Complete billeting for all three ARG ships called for four journalists (JOs) and six photographer's mates (PHs). Throughout most of the deployment, the ships maintained three and four, respectively. These manning shortfalls were compounded by the timing of personnel arrivals — *Bataan's* JO1 reported aboard the week before deployment, filling a JOC billet not filled from its inception in the flagship's pre-commissioning days, while USS *Whidbey Island's* (LSD 41) JO3 arrived in November, also filling a previously gapped billet.

All JOs were tasked primarily as SITE/CCTV operators, responsible for managing two channels of 24-hour Navy Motion Picture Service movies in addition to a Power Point CCTV command information scroll. PHs were assigned to *Bataan's* Operations Department, Imagery Processing Interpretation Center and were primarily tasked with processing classified intelligence imagery.

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Collateral duty PAOs aboard *Whidbey Island* and USS *Shreveport* (LPD 12) were surface warfare officers who were both tasked with primary duties of navigation and administrative officer, while *Bataan's* collateral-duty PAO was an LDO ADP officer who was trying to earn his SWO pin. All sincerely wanted to do the best for their ships and performed their public affairs duties admirably, but faced with operational taskings, were unable to dedicate significant amounts of time to proactive public affairs activities.

Without 165X public affairs leadership at the PHIBRON level, the three ships conducted most of their public affairs activities independently. Most consisted of maintaining SITE/CCTV operations, drafting an occasional press release, managing the command web site, publishing an occasional Family Gram, and responding to fleet taskings. Meanwhile, the 22nd Marine Expeditionary Unit (Special Operations Capable) (MEU(SOC)) had their own designated PAO with five enlisted Marines organized to cover their unique needs. While unified, proactive and professional in their domain, they did not directly

support ARG public affairs needs. In keeping with the overall MEU(SOC) mission, they remained ready to depart the ship on short notice to support Marine activity ashore.

The challenge for the incoming 165X PAO was clear: create a unified, proactive and productive public affairs team — including all PA assets from the ships and the MEU — and provide the ARG commander and other leadership professional counsel on public affairs matters.

Develop strategic messages; think internal first

The beauty of it all is that creating and executing a PA plan requires nothing more than a bit of experience combined with some old-fashioned motivation and dedication. Standard Navy strategic public affairs messages apply: readiness, forward presence, quality of life, training and education and high technology. Additionally, fleet public affairs guidance directed our multi-lateral exercise communication points to include interoperability, teamwork and friendship among nations.

As with most public affairs plans, a good place to start proved to be the internal Navy audience. The fleet hub, hometowns, beltway trades and foreign press rounded out our marketing focus.

In developing and communicating strategic messages, it's particularly important to recognize that the line between internal and external is for administrative purposes only. PAOs should consider the internal audience primary and the best conduit to reach the external audience. Therefore, media operations should be unified and geared toward both, which makes for the most efficient public affairs communication process.

Tools and products

To reach the desired audience quickly, a command web site is hard to beat. Simply put, this is available to anyone who you can convince to hit your site. It should be a staple in any current PA plan.

Naval Media Center's (NMC) internal products should be the focus and staple of every Navy fleet-unit PA plan. If your story is good enough for NMC, it's good enough for any media. Releasing more than one press release per week on average, we were published in "Navy Wire Service" and "NavNews" at least twice per month on average. The additional bounce provided by DTS News — typically an anchor-delivered reader complemented by our accompanying

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Sailors conduct preventative maintenance training on the Close In Weapon Systems aboard USS *Bataan* (LHD 5). U.S. Navy photo

Pictures help memories last longer

By JO3 S. Michael Feller

They're everywhere: at general quarters drills; on the flight deck when an F-14 screams across the roof; at awards ceremonies; and at one time or another during the current deployment, they will make it to every work center shoving a .50-caliber-sized lens in someone's face.

The photographer's mates of USS *John C. Stennis*' (CVN 74) photo lab are a busy group of people. From sunrise to sunrise and armed with cameras of all shapes and sizes, these Sailors capture every evolution and facet of life aboard this warship. And as they will tell you, taking pictures is just a little part in the whole scheme of what they do.

"We are responsible for every photo job including reenlistments, awards ceremonies, medical and visual documentation photos," said

Photographer's Mate 2nd Class (AW/SW) Robert Baker, the Photo Lab's production petty officer.

"We also assemble Distinguished Visitor's (DV) books (picture books that serve as souvenirs to DVs), take portraits and full-length photos twice a week. We are involved in video production to an extent, we provide images to CHINFO (Chief of Information) daily to be used in various publications throughout the world and we also have a couple of people who are on the 'Snoopy' Team (intelligence gathering team that takes pictures of other vessels)."

While everyone in the Photo Lab is involved in various projects, the high-priority project is the millennium deployment cruise book.

"That book right there is our bread and butter," explained Baker. "We are involved in imaging every division on the ship. We want to show everyone what everyone else does and putting this book together is a long and arduous process. We have two computers that are used to assemble the book and both night and day personnel are working on those computers around the clock."

The cruise book will be the command's second and promises to be much more attractive than 1998's cruise book.

"I am involved in what is known as 'adventure cartooning,'" explained Illustrator-Draftsman 2nd Class Chad Dulac. "In the last cruise book, the



USS *John C. Stennis* (CVN 74) with colors flying and anchors lowered in Pusan, South Korea.
U.S. Navy photo

comics that were in there were a bit more of a playful nature. I went to the Photo Lab's Division Officer LT Wayne Grazio and sold him on an idea about using a futuristic-look to the cartoons using the millennium cruise and 'Look Ahead' themes. The drawings I have made for this book illustrate what each department may look like in the future.

"We wanted to produce something the crew has never seen before, but make it attractive enough that people would want to buy it, as opposed to feeling compelled to buy it just because it serves as a souvenir," explained Dulac.

While there's a lot of work to do everyday, Dulac says acting as a photographer's mate is arguably one of the best jobs to have in the fleet.

"I love taking pictures and doing graphics work," says PHAN Susie Lemieux. "It's something I can do in the outside world and I ultimately want to be a fashion photographer."

"I enjoy photography," echoed Baker. "I like to express myself visually and as far as the job aspect goes, my job lets me go anywhere. Whenever anything of significance happens on the ship, there going to be a PH there."

More information about USS *John C. Stennis* is available online at <http://www.stennis.navy.mil>.

Feller is a journalist assigned to USS John C. Stennis public affairs.

Naval Postgraduate School headed by PAO RADM Wells

By Barbara Honegger

Public affairs Reservists continue to be recalled to active duty in record numbers — but not all of them get appointed as superintendent of the Naval Postgraduate School (NPS).

RADM Richard Wells broke new ground recently by becoming the first 1655 to fill the school's top role. The northern Texas native was also the first Reserve flag officer and the first Navy diver to take on the job. All are landmark moves and further evidence that Reservists have become vital in the Navy's day-to-day operations.

Wells served as acting superintendent of the Naval Postgraduate School from May to August 2000.

"It's a great honor and pleasure for me," Wells said. "To be asked by the CNO to do any job in the Navy is an honor. To be asked to be associated with NPS, as I have already been during the past two years, and then be called back to be superintendent, is an even greater honor."

Wells, who is currently director of the Naval Reserve Public Affairs Program, was invited to take the position in May 2000 to fill a gap as the former superintendent, RADM Robert Chaplin, departed. Wells and Chaplin have worked together on postgraduate school projects in the past.

"One of the major things I wanted to accomplish was to get the word out to more people, both within and outside the Navy, about the great things that go on here at NPS," Wells said. "What an incredible asset it is to the service, the military in general, the country, our allies and the world. There's nothing like it."

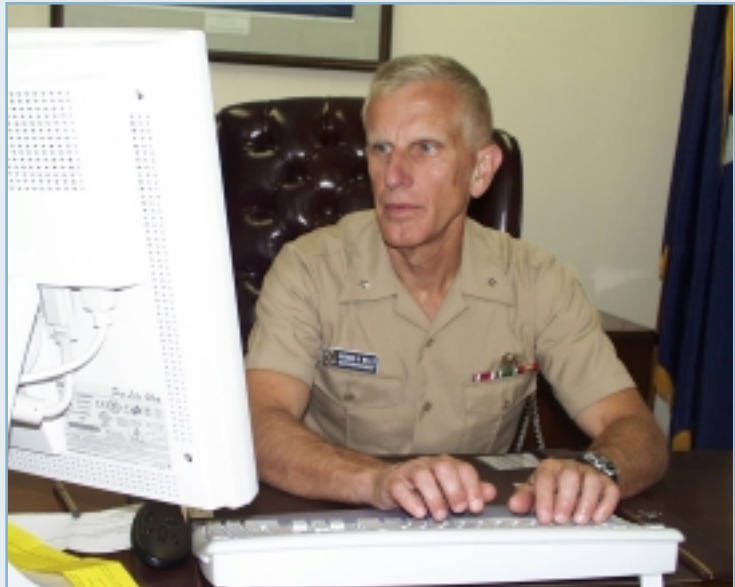
As for being the first Naval Reservist to become the Naval Postgraduate School superintendent, Wells pointed out there are now more flag officers recalled to active duty than at any time since World War II.

"I'm just one example of this," Wells said. "I'm one more Reserve Sailor recalled to active duty. And we're not just talking about admirals, but all down the line."

In civilian life, Wells serves as chairman of the journalism department at the University of North Texas, Denton, Texas. Also a certified mediator, Wells is famous for his diplomatic skills.

"We're a team here at NPS, and I can't accomplish anything without all of us on board," Wells said. "There's no top-down. To work, it's all got to be horizontal."

"I wanted to engage everyone here — faculty, staff and students — to help me find as many tools as possible to get our key message out to a broader audience so they could realize the real difference this place makes," Wells said. "I'm in higher education, so I know what goes on here is truly superior, and it's important that we have one message, with many voices."



RADM Richard Wells, the first PAO and Naval Reservist to become the Naval Postgraduate School superintendent.
U.S. Navy photo

Honegger is a public affairs specialist with Naval Postgraduate School.

Public Affairs Reservists in more demand

By YN1 Penny Cockerell

This isn't your mother's Reserve force.

These days, public affairs Reservists are being recalled at record rates, are taking lead roles with the active forces and have immersed themselves in day-to-day naval operations.

Gone are the days when Reservists showed up to find a locked office and a "do not use" sign on the office equipment. Now, in many instances, Reservists are teaching active members how to use that equipment. They have taken leadership roles in high-profile projects, such as the International Naval Review, the Submarine Centennial and the Korean War commemoration.

If proof is needed, consider this: The demand for public affairs Reservists far exceeds the supply.

"There are choices everywhere and they want you folks everywhere. It's amazing," said RADM Dick Wells, director of the Naval Reserve Public Affairs program, who addressed about 60 officers attending the recent 2000 Leadership Conference in Chicago.

Wells pointed to big differences from just five or 10 years ago. Back then, public affairs was "Program 35." Now it has expanded to include support in readiness commands, intelligence, security, supply and more.

Public affairs Reservists have gotten out of the Reserve center and integrated themselves on-site, where it counts. They do real-time exercises and work with such organizations as TRANSCOM and the Naval War College.

Wells said more public affairs Reservists are in active-duty recall and on active duty for special work (ADSW) than at any time since Operation *Desert Storm*.

"Today we are working side by side with the [active-duty Navy] any day of the week, every day of the week," Wells said. "Your world's a lot different, guys."

Once-stagnant billet numbers have grown in the Reserves, due partly to a new media center unit, additional billets at Naval Surface Reserve Force and a new unit at the Naval War College, which will be funded in 2002.

If audiovisual work is counted, the number of media centers has doubled from a decade ago.

Wells recalled how Reservists came to him five years ago complaining about having nothing to do and the lack of creative outlets.

"Today we have creative spirit running openly," Wells said. "You can make mistakes ... and the only way they (senior enlisted and junior officers) are going to be creative is if you allow them to

make mistakes."

Five or 10 years ago, if the fleet needed a journalist or public affairs officer, there was no good way to get the word out. Now, with e-mail and a well-woven network, the ability to find a person for the job at hand is easier."

Electronic mail has also made it possible for Reservists to keep up on the latest public affairs information, dictates, news and requests.

Direct Commission appointments were also a rarity, with perhaps three or four coming through in a year. But last year, the public affairs community picked up 27 new ensigns through the direct commission program.

"No longer are proposed changes just lip service either," said Wells, who pointed to the proof: Better order-writing systems, better pay systems and a Navywide on-line database that will soon list the professional skills of every public affairs member.

All this success boils down to a fundamental fact — public affairs, when included and used properly, makes communications better. And more than ever, public affairs officers are being invited to the table.

"Whenever they've asked us to be at the table at a strategic planning point, 90 percent of the

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Reservists, con't. from Page 9

time it's been a success," Wells said. "When they have not asked us to come to the table at the strategic planning point, 90 percent of the time it's been a failure."

Wells pointed to the catastrophic Exxon oil spill off the coast of Alaska several years ago. Exxon, he said, had just eliminated its public relations team before the accident happened — and its image suffered badly as a result.

The admiral also echoed the need for recruiting, calling it a "hot deal" in which Reservists are now entrenched.

Recruiting the new generation, he said, means understanding them. Wells pointed to a study done by a colleague, who is an advertising expert with a Ph.D. in psychology. She defined "echo boomers" as the 14- to 20-year-old children of the baby boomers.

"[These echo-boomers] don't look at the world the way you do," Wells said, pointing to the upcoming generation's fear of divorce and unwillingness to work 16-hour days. "They're looking for leaders, they're looking for role models and they're looking for someone they can look up to."

"Everyone of you is a hero," Wells said. "And America needs you, because the military is seen by Americans, year after year, as the one entity in which they have the most confidence."

*Cockerell is a Reservist with NIB
DET 411, Oklahoma City.*

Thoughts, con't. from Page 6

.jpg image — provided even greater feedback thanks to TV DTS. Finally, by using three different videography teams we were able to produce some 16 stories for Navy/Marine Corps News.

Local media in the fleet hub area are another staple. In Norfolk, internal products such as *Gator* and *Flagship* ran nearly everything we produced, nearly as written. That's their job — telling the Navy story as told by command PA shops. External media also provide a great way of getting our story out to both internal and external audiences.

Our releases always went to the commercial media *Soundings* and *Virginian-Pilot*. Knowing that they didn't run submissions, we wanted to keep the reporters plugged in to what we were doing. As a result, when it came time for them to report on a story, they knew what we'd done, asked informed questions and wrote accurate, balanced stories.

What about extended families who provide much-needed emotional support for our Sailors and Marines? The perfect media for this audience, besides web sites and Family Grams, are hometown newspapers, radio and TV. The Fleet Hometown News Center (FHTNC) is mandated by SECNAV instruction and should already be in place at every Navy command. Make sure it is when you arrive on scene. PACEN hometown photo features (hometowners) are a super complement to FHTNC "McNewsbites," providing in-depth features with head-and-shoulders photos. Additionally, use holidays and real-world ops to garner telephone interviews (phoners) through the marketing efforts of the four regional NAVINFOS.

Looking to the future

If recent history is any predictor of the future, ARGs will continue to be increasingly engaged to support U.S. policy for any number of missions — be it a traditional amphibious assault, peacekeeping mission, or non-combatant evacuation operation, to name a few. As such, the forward-deployed ARG/MEU will continue to provide an ever-changing, unique story about the Navy/Marine Corps team. Telling this story will be a fun and exciting opportunity for any and all members of the Navy public affairs team — journalists, photographer's mates and/or PAOs.

Regardless of the personnel mix, the key to successful public affairs will be the proactive and efficient use of existing PA assets through effective leadership and teamwork. Overcoming the organization's structural hurdles to create a coordinated, unified effort between all ARG/MEU public affairs players will reap benefits far greater than the sum of their individual parts.

With the heightening operational commitment of the expeditionary warfare mission, the public affairs community owes it the best visibility our community can muster.

Haupt is an action officer at Public Affairs Center San Diego, deployed with USS Bataan ARG from Oct. 1, 1999, through March 15, 2000. He is currently assigned as deputy PAO to Commander, U.S. 3rd Fleet.

1999 RADM William Thompson Excellence in Public Affairs Awards

Winners of the CY99 RADM William Thompson Excellence in Public Affairs Awards (for active-duty commands) are as follows:

Best-in-Show – *Commander in Chief, U.S. Pacific Fleet, Pearl Harbor* – “Emergency Activities” provided an aggressive, comprehensive, proactive program to uphold the Navy’s reputation as the world’s official timekeeper and the world’s unofficial peacekeeper by ensuring the Y2K bug would not wreak havoc on naval operations.

Community Relations, Shore, Large

1st Place – *Commander Naval Surface Force, U.S. Pacific Fleet, San Diego* – Continuation of “Leaders to Sea” program focused on excellence in shipboard visitation program geared toward a variety of audiences.

Honorable Mention – *Naval Air Station Sigonella, Italy* – Comprehensive program to bridge cultural differences among Sailors and the local community.

Honorable Mention – *Naval Air Station, Patuxent River, Md.* – Program to boost public’s perception about quality of education in southern Maryland by highlighting Navy education partnership programs between the command and local school system.

Community Relations, Shore, Small

No winner.

Community Relations, Afloat, Large

1st Place – *USS Nimitz (CVN 68)* – Continuing community outreach and crew entrenchment program to maintain positive sentiments of local community during ship’s midlife refueling overhaul.

Community Relations, Afloat, Small

1st Place – *Patrol Squadron 45* – Personal excellence partnership program with Cedar Hills Elementary School in Jacksonville, Fla., and with A.T. Mahan Elementary, Keflavik, Iceland.

Emergency Activities, Shore, Large

1st Place – (See Best in Show)

Emergency Activities, Shore, Small

1st Place – *Naval Air Station Sigonella, Sicily* – Disaster relief program for Turkish earthquake victims.

Honorable Mention – *Commander Strategic*

Command Wing 1, Tinker AFB, Okla. – Disaster assistance program for Oklahoma City tornado victims.

Emergency Activities, Afloat, Large

1st Place – *USS John C. Stennis (CVN 74)* – Decisive, responsive public affairs activity/media relations surrounding a shipboard accident in which two Sailors were seriously injured.

Emergency Activities, Afloat, Small

No winner.

Internal Communications, Shore, Large

1st Place – *Naval Air Station Sigonella, Sicily* – multifaceted program focused on strengthening community relations, improving internal communication and improving the quality of the command newspaper.

Honorable Mention – *Commander Naval Training Center, Great Lakes, Ill.* – Comprehensive program aimed at promoting Great Lakes as a great place to work and live.

Internal Communications, Shore, Small

Honorable Mention – *Naval Medical Clinic, Pearl Harbor* – Comprehensive internal communications program via computer local area network, electronic mail and bimonthly newsletter among four branch clinics and annexes within the Hawaiian Islands.

Internal Communications, Afloat, Large

1st Place – *USS John C. Stennis (CVN 74)* – Redesign efforts of internal audience publication, “The Statesman,” to better serve crew and families.

Honorable Mention – *USS Nimitz (CVN 68)* – Engaging ship web site/e-mail to internally link crew, civilians, work centers and families during 33-month overhaul period.

Internal Communications, Afloat, Small

Honorable Mention – *USS Barry (DDG 52)* – Active, internal info program using a variety of mediums to tell the ship’s story to crew, family and friends.

See Thompson, Page 12

Thompson, con't. from Page 11

Special Events, Observances and Publics, Shore, Large

1st Place – *Commander Submarine Force U.S. Pacific Fleet, Pearl Harbor* – Planning/implementation of *Science Ice Expedition (SCICEX)* to the Arctic, a joint venture between the Navy and the National Science Foundation.

Honorable Mention – *Commander Logistics Western Pacific/ Commander Task Force 74 (Singapore)* – Extensive four-month coverage of *Cooperation Afloat Readiness and Training (CARAT '99)*, a series of bilateral exercises between the U.S. Navy and the navies of various Southeast Asia nations.

Special Events, Observances and Publics, Shore, Small

Small

1st Place – *Naval Medical Center, Portsmouth, Va.* – Charette Health Care Center grand opening.

Special Events, Observances and Publics, Afloat, Large

No winner.

Special Events, Observances and Publics, Afloat, Small

1st Place – *USS Higgins (DDG 76)* – Ship's commissioning program.

Honorable Mention – *USS David R. Ray (DD 971)* – High-quality video program of life at sea during Arabian Gulf deployment to substitute for cruise book.

1999 RADM Robert A. Ravitz Excellence in Public Affairs Awards

Winners of the RADM Robert A. Ravitz Excellence in Public Affairs Awards (for Reserve components) are as follows:

Best-in-Show – *Naval Reserve Navy Information Bureau Det. 206, Washington, D.C.* – Detailed, thorough program to establish and operate Y2K Joint Information Bureau.

Public Information/Media Relations

1st Place – (See Best in Show)

Honorable Mention – *Naval Reserve Navy Information Bureau Det. 713, Milwaukee* – Program to ensure appropriate release of information dealing with *Operation Wake-up Call 2000*, a multi-agency, joint service, military-civilian mass casualty exercise.

Special Projects

Honorable Mention – *Naval Reserve Atlantic Fleet Imaging Unit 0193, Willow Grove, Pa.* – Video production promoting the readiness and humanitarian contributions by Navy research and development facilities including their roles in the progress of treatment for potentially debilitating diseases.

Internal Communications

Honorable Mention – *Naval Reserve Atlantic Fleet Combat Camera 0293, Willow Grove, Pa.* – Video production for Office of Military Cooperation designed to provide new members of Cairo area commands with insights into the realities of assignment to Egypt.

“Congratulations to all commands who participated in the award programs. Your hard work and superb efforts have made your public affairs programs nothing short of outstanding. Well done!”

RADM Stephen Pietropaoli, CHINFO

I 999 CHINFO Merit Awards Winners

Congratulations to all commands and individuals for your outstanding efforts in covering the Navy story! Winners have been selected from among all Navy submissions. Questions related to the CHINFO Merit Awards may be directed to Mr. J.D. Leipold at (202) 433-3776; DSN 288-3776; e-mail leipold@mediacen.navy.mil.

Print media categories

Category A: Military Funded Newspapers, Large, Shore Units

- 1st - *Naval Reservist News*, Naval Reserve Force, New Orleans
- 2nd - *Labstracks*, Naval Research Laboratory, Washington, D.C.
- 3rd - *Skywriter*, Naval Air Facility, Atsugi, Japan

Category B1: Military Funded Newspapers, Small, Deployed Units

- 1st - *Take Notice*, USS *Essex* (LHD 2)
- 2nd - *The Guardian*, USS *George Washington* (CVN 73)
- 3rd - *Nimitz News*, USS *Nimitz* (CVN 68)
- HM - *The Kennedy Eagle*, USS *John F. Kennedy* (CV 67)

Category B2: Military Funded Newspapers, Small, Shore Units

- 1st - *Northwest Islander*, Naval Air Reserve, Whidbey Island, Wash.
- 2nd - *Stratus*, U.S. Strategic Command, Offutt AFB, Neb.
- 3rd - *The CSWDG Edge*, Surface Warfare Development Group, Norfolk

Category B Overall Winner: *Take Notice*, USS *Essex* (LHD 2)

Category C: Military Funded Newspaper (Magazine)

- 1st - *Anchor Watch*, Naval Security Group Activity, Ft. Meade, Md.
- 2nd - *Windjammer*, U.S. Fleet Activities, Okinawa, Japan
- 3rd - *El Tiburon*, Naval Security Group Activity, Sabana Seca, Puerto Rico
- HM - *The Chronicle*, Strategic Command Wing 1, Tinker AFB, Okla.

Category D: Civilian Enterprise Newspaper (Metro)

- 1st - *The Weaponeer*, NavAir Warfare Center Weapons Div., China Lake, Calif.
- 2nd - *Everett Navy Dispatch*, Naval Station, Everett, Wash.
- 3rd - *Trident Tides*, Submarine Base Bangor, Silverdale, Wash.

HM - *The Golden Eagle*, Naval Air Station Lemoore, Calif.

Category E: Civilian Enterprise Newspaper (Tabloid)

- 1st - *The Signature*, Naval Air Station Sigonella, Italy
- 2nd - *Gosport*, Naval Air Station Pensacola, Fla.
- 3rd - *Desert Roundup*, Naval Air Station Fallon, Nev.
- HM - *The Newport Navallog*, Naval Station Newport, R.I.

Category F: Civilian Enterprise Newspaper (Magazine)

- 1st - *The White Falcon*, Iceland Defense Force, Keflavik, Iceland

Category G: News Article

- 1st - JO2(SS) Dave Kaylor, U.S. Pacific Fleet, Pearl Harbor
- 2nd - JO1 Sandra V. Ramirez, Navy Region Mid-Atlantic, Norfolk
- 3rd - Anne McMillin, NAS Fallon, Nev.

Category H: Feature Article

- 1st - JOC Robert F. Pailthorpe, U.S. Strategic Command Wing 1, Tinker AFB, Okla.
- 2nd - JO1(SW/AW) Jonathan Annis, USS *Enterprise* (CVN 65)
- 3rd - Scott Vanier, Navy Region Mid-Atlantic, Norfolk
- HM - JOC(SW) Mike Morley, USS *Kitty Hawk* (CV 63)
- HM - SN Sybil McCarrol, USS *Kitty Hawk* (CV 63)

Category I: Commentary

- 1st - Donald N. Kennedy, Navy Region Mid-Atlantic, Norfolk
- 2nd - JOC Robert F. Pailthorpe, U.S. STRATCOM Wing 1, Tinker AFB, Okla.
- 3rd - Richard Bartlett, Naval Station Everett, Wash.
- HM - YNSN Shimeka S. Collins, USS *John F. Kennedy* (CV 67)

Category J: Sports Article

- 1st - JO2 O'dell Isaac II, FCTC LANT, Virginia Beach, Va.

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2nd - LTJG Leslie Hull-Ryde, U.S. Naval Academy, Annapolis, Md.

3rd - Jennifer Burke, Naval Research Laboratory, Washington, D.C.

HM - Richard Bartlett, Naval Station Everett, Wash.

Category K: Series

1st - Art Gibbersen, Scott Hallford, Mike Antoine, JO3 Stacey James, Naval Air Station Pensacola, Fla.

2nd - JO2 Sean Kekoa Gano, JO2 Sean H. Hughes, JO1(SW/FMF) S.A. Thornbloom, U.S. Pacific Fleet, Pearl Harbor

3rd - CDR L.T. Evans, Submarine Group 10, Kings Bay, Ga.

HM - LTJG Leslie Hull-Ryde, U.S. Naval Academy, Annapolis, Md.

Category L: Single or Stand-alone Photograph

1st - ENS Bill Davis III, Naval Station Rota, Spain

2nd - Ronald Fontaine, Naval Station Newport, R.I.

3rd - Dale Anderson, Naval Air Station Lemoore, Calif.

HM - Ken Mierzejewski, U.S. Naval Academy, Annapolis, Md.

Category M: Picture Story

1st - Jeff Hall, Naval Air Station, Lemoore, Calif.

2nd - Dale Anderson, Naval Air Station Lemoore, Calif.

3rd - JOC Jon E. McMillan, Naval Station Rota, Spain

Category N: Photojournalism

1st - JO1(SW/FMF) S.A. Thornbloom, USS Essex (LHD 2)

2nd - JO2 Gregory S. Cleghorne, Naval Station Pearl Harbor

3rd - Donald N. Kennedy, Navy Region Mid-Atlantic, Norfolk

HM - PH2 Chad McNeeley, Naval Station Pearl Harbor

Category O: Illustrative Art

1st - Larry Parkhurst, Puget Sound Naval Shipyard, Bremerton, Wash.

2nd - Michele Fletcher, Puget Sound Naval Shipyard, Bremerton, Wash.

3rd - Diane Batchelder, Portsmouth Naval Shipyard, Portsmouth, N.H.

HM - Morgan Ian Wilbur, Naval Historical Center, Washington, D.C.

Category P: Special Achievement in Print Media

1st - *Airwinger Final Edition*, Naval Air Station Jacksonville, Fla.

2nd - *MV MAJOR BERNARD F. FISHER* (T-AK

4396) *Naming Ceremony*, Military Sealift Command, Washington, D.C.

3rd - *It's Showtime*, Naval Air Station Patuxent River, Md.

HM - *Welcome Aboard the Legend*, USS *Abraham Lincoln* (CVN 72)

HM - *Welcome Aboard*, USS *Enterprise* (CVN 65)

Category Q: Department Level Writing

1st - PH2 Aaron Ansarov, Naval Media Center Fleet Support Det. San Diego

HM - JO1 Rodney J. Furry, Naval Media Center Fleet Support Det. San Diego

Category R: N/A

Category S: Contribution by a Newspaper Contractor-Stringer

1st - Cathianne Boldt, Naval Air Station Lemoore, Calif.

2nd - Craig Richardson, Submarine Base Kings Bay, Ga.

3rd - Maria Sutherland, Naval Air Station Lemoore, Calif.

Category T: Print Journalist of the Year

1st - JO1 Robert Benson, Naval Media Center, Washington, D.C.

HM - Donald N. Kennedy, Navy Region Mid-Atlantic, Norfolk

Category U: Information Graphics

1st - Allen Amen, Naval Safety Center, Norfolk

Category V: Web-based Publication

1st - *USS Nimitz News Online*, USS *Nimitz* (CVN 68)

2nd - *Everett Navy Dispatch Online*, Naval Station Everett, Wash.

3rd - *Guantanamo Bay Gazette*, Naval Station Guantanamo Bay, Cuba

HM - *Signature*, Naval Air Station Sigonella, Italy

Category W1: Familygrams, Small Commands

1st - *Gettysburg Address*, USS *Gettysburg* (CG 64)

2nd - *The Barry Bugle*, USS *Barry* (DDG 52)

3rd - *Excalibur*, USS *Mobile Bay* (CG 53)

HM - *Crossings*, USS *Ross* (DDG 71)

HM - *Diamondback News*, Fighter Squadron 102

Category W2: Familygrams, Large Commands

1st - *Big E Magazine*, USS *Enterprise* (CVN 65)

2nd - *Focus on Four*, Naval Mobile Construction Battalion 4

See CHINFO, Page 15

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Category X1: Cruisebooks, Small Commands

- 1st - USS *Ross* (DDG 71)
- 2nd - USS *Gettysburg* (CG 64)
- 3rd - USS *Higgins* (DDG 76)
- HM - USS *Arleigh Burke* (DDG 51)

Category X2: Cruisebooks, Large Commands

- 1st - USS *Theodore Roosevelt* (CVN 71)
- 2nd - USS *Dwight D Eisenhower* (CVN 69)
- 3rd - USS *Tarawa* (LHA 1)
- HM - USS *Enterprise* (CVN 65)

Category Y1: Publications for a Specific Audience (Newspaper)

- 1st - *Sealift*, Military Sealift Command, Washington, D.C.
- 2nd - *Horizon*, Program Executive Office TSC, Arlington, Va.
- 3rd - *The Scoop*, Naval Weapons Station Charleston, S.C.
- HM - *Blueprint*, Naval Facilities Engineering Command, Washington, D.C.

Category Y2: Publications for a Specific Audience (Magazine)

- 1st - *Naval Aviation News*, Naval Historical Center, Washington, D.C.
- 2nd - *Beeline*, Naval Facilities Engineering Command, Washington, D.C.
- 3rd - *Ground Warrior*, Naval Safety Center, Norfolk

Broadcast media categories

Category A: Radio Entertainment Program

- 1st - "Phatboy Morning Show," JO2 Charles Finks, Naval Media Center Broadcasting Det., La Maddalena, Italy
- 2nd - "Thunder Radio AM Drive," JO2 Kevin Casey, Naval Media Center Broadcasting Det., Sasebo, Japan
- 3rd - "Z Morning Show," JO1 Gerard Sekerac, Naval Media Center Broadcasting Det., Sigonella, Italy

Category B: Radio Spot Production

- 1st - JO3 Michael Gloekler, Naval Media Center Broadcasting Det., Rota, Spain
- 2nd - JO3 Ellen Maurer, Naval Media Center Broadcasting Det., Misawa, Japan
- 3rd - JO2 Christopher Conatser, Naval Media Center Broadcasting Det., Rota, Spain
- HM - CAPT C.J. Taylor/William B. Church, Naval Air Reserve Norfolk

Category C: Radio Reports

- 1st - JO1 Michael Foutch, Naval Media Center

- Broadcasting Det., Roosevelt Roads, Puerto Rico
- 2nd - JO1 Gerald Sekerac, Naval Media Center Broadcasting Det., Sigonella, Italy
- 3rd - JOSN Melissa Hughes, Naval Media Center Broadcasting Det., Sigonella, Italy

Category D: Radio News (Five minutes or less)

- 1st - JO2 Tom Meyer, Naval Media Center Broadcasting Det., La Maddalena, Italy
- 2nd - Radio News Dept, Naval Media Center Broadcasting Det., Sigonella, Italy

Category E: Radio News (More than five min.)

No winner.

Category F: TV Information Program

- 1st - "USMC Birthday Show," Naval Media Center, Washington, D.C.
- 2nd - "The Fullest Possible Accounting," Naval Air Reserve Norfolk
- 3rd - "Biathlon 'Zine," JO3 Michael Hatfield, Naval Media Center Broadcasting Det., La Maddalena, Italy
- HM - "Five Days on Top Gator," Fleet Air Mediterranean, Naples, Italy

Category G: TV Spot Production

- 1st - JO3 Lisette Castillo, Naval Media Center Broadcasting Det., Sigonella, Italy
- 2nd - JO2 Kevin Casey, Naval Media Center Broadcasting Det., Sasebo, Japan
- 3rd - JOCS(SW) Gary Potterfield, Fleet Air Mediterranean, Naples, Italy
- HM - JO1 Gerald Sekerac, Naval Media Center Broadcasting Det., Sigonella, Italy
- HM - JO3 Michael Gloekler, Naval Media Center Broadcasting Det., Rota, Spain

Category H: TV Report

- 1st - CPL David Annarino, Naval Media Center, Washington, D.C.
- 2nd - PH1 John Snedden, Naval Media Center, Washington, D.C.
- 3rd - JO2 Tim Paynter, Naval Media Center Broadcasting Det., Sasebo, Japan
- HM - JO3 Stacy Young, USS *Nimitz* (CVN 68)

Category I: TV Sports Report

- 1st - JO2 Erin Blodgett, Naval Media Center Fleet Support Det., San Diego
- 2nd - PHC(DV) William L. Krumpelman II, Naval Media Center, Washington, D.C.
- 3rd - JO1 Alan B. Bloom, U.S. Fleet Activities Yokosuka, Japan
- HM - JO3 Christopher M. Robinson, Naval Media

See CHINFO, Page 20

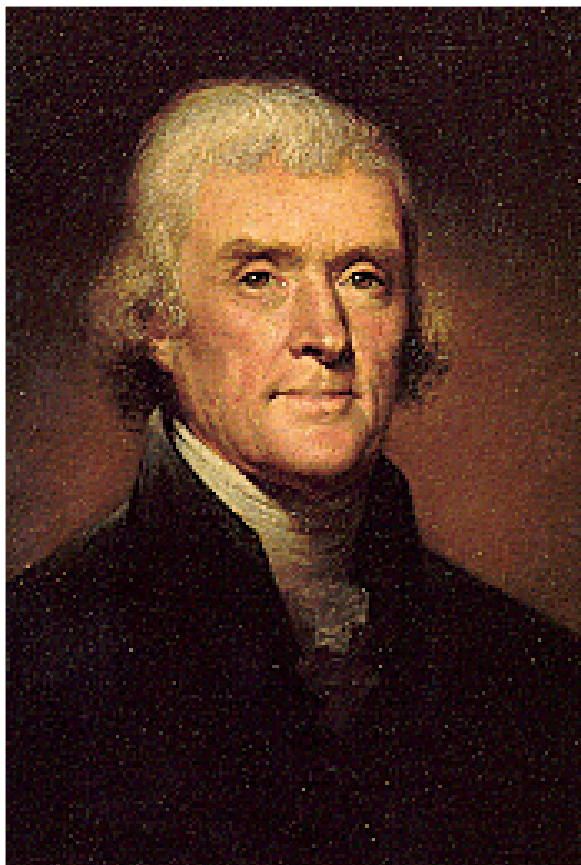
1999 Thomas Jefferson Award Winners

The Navy and Marine Corps winners of the 1999 Thomas Jefferson Awards Program competition for military print and broadcast products are listed below.

Two panels of three print and broadcast judges each scored the entries.

The print panelists were Diane B. Fancher, *Baltimore Sun* bureau chief in Anne Arundel County; Tobias Naegele, executive editor of *Army Times*, *Air Force Times*, *Navy Times* and *Marine Corps Times*; and Kate Vitale, a counselor with Ragan Communications.

Broadcast panelists were Anne Boozell, adjunct professor at both Wake Forest University and the University of North Carolina-Greensboro, and anchor of National Public Radio's "Weekend Edition;" Kenneth Blaylock, ABC News, WJLA-TV; and Richard J. Wells, director of production, The Learning Channel.



Print

Category A (Military-Funded Newspaper, Large)

2nd - "The Okinawa Marine," Consolidated Public Affairs Office, Marine Corps Base Camp Butler, Okinawa

Category B (Military-Funded Newspaper, Small)

2nd - Take Notice, USS *Essex* (LHD 2)

Category C (Military - Funded Newspaper, Magazine)

2nd Place tie: "Continental Marine," Marine Forces Reserve, New Orleans

2nd Place tie: "Anchor Watch," Naval Security Group Activity, Fort George G. Meade, Md.

Category D (Civilian Enterprise Newspaper, Metro)

1st - "Quantico Sentry," Marine Corps Base Quantico Public Affairs Office, Quantico, Va.

Category F (Civilian Enterprise Newspaper, Magazine)

2nd - "The White Falcon," Iceland Defense Force

Category G (News/Article)

1st - Lance Cpl. Stephen D'Alessio, Marine Corps, Marine Corps Air Station Beaufort, S.C., Joint Public Affairs Office, MCAS Beaufort, S.C., "Fighbertown Marines Save Robbery Victims"

2nd - Petty Officer 2nd Class Dave Kaylor, Navy, CINCPACFLT, Pearl Harbor, "Allegations of Mystery Substance in Anthrax Vaccine Unfounded"

Category H (Feature Article)

1st - Chief Petty Officer Robert F. Pailthorpe, Navy, Strategic Communications Wing 1, Tinker Air Force Base, Okla. "Remembering the First Hours After the Killer Twister: Memories Haunt Sailors"

Category J (Sports Article)

2nd - Petty Officer 2nd Class O'Dell Isaac II, Navy, Fleet Combat Training Center Atlantic, Virginia Beach, Va., "A True 'Ironman:' Former Navy SEAL Destroys Barriers"

See *Jefferson*, Page 17

Jefferson, con't. from Page 16

Category K (Series)

2nd - Art Giberson, Scott Hallford, Mike Antoine, and Petty Officer 3rd Class Stacey James, Naval Air Station Pensacola, Fla., "Korean War Series"

Category M (Picture Story)

2nd - Jeff Hall, Naval Air Station Lemoore, Calif., "Fog Bowl '99"

Category O (Illustrative Art)

2nd - Larry Parkhurst, Puget Sound Naval Shipyard, Bremerton, Wash., "Veteran's Day 1999"

Category P (Special Achievement in Print Media)

1st - Marine Corps Air Station Iwakuni Public Affairs Office, Iwakuni, Japan

Category Q (Department Level Writing)

2nd - PH2 Aaron Ansarov, Naval Media Center, Fleet Support Det., San Diego, "So Others May Live"

Category R (Outstanding Flagship Publication)

2nd - *All Hands* magazine, Naval Media Center, Washington, D.C.

Category S (Contribution by Contractor/Stringer)

2nd - Cathianne Boldt, Naval Air Station Lemoore, Calif., "Cyber Affair Ends at NAS Lemoore"

Category T (DOD Print Journalist of the Year)

JO1 Robert Benson, Navy, Naval Media Center, Washington, D.C.

Category V (Web-based Publication)

1st - "Nimitz News Online," USS *Nimitz* (CVN 68)

Broadcast

Category A (Radio Entertainment Program)

2nd - "The Phatboy Morning Show," AFN La Maddalena, Italy

Category C (Radio Report)

2nd - "Army 'Sailors' Provide Support to *Caribbean Thunder*," Naval Media Center Broadcasting Det. Roosevelt Roads, Puerto Rico

Category F (Television Information Program)

2nd - "Marine Corps Birthday Show," Naval Media Center, Washington, D.C.

Category G (Television Spot Production)

2nd - "Y2K Radio Show Promo," Naval Media Center Broadcast Det., Sigonella, Sicily

Category H (Television Report)

1st - "Korean Veterans," Navy/Marine Corps News, Washington, D.C.

Category K (Regional Television Newscast)

1st - "NAVEUR Magazine," The Navy Mediterranean News Service

Category M (DOD Broadcast Journalist of the Year)

1st - Petty Officer 2nd Class Miranda V. Williams, Navy, Naval Media Center FSD San Diego
2nd - Cpl. David J. Annarino, Marine Corps, Navy/Marine Corps News, Washington, D.C.

1999 Military Photographer of the Year

Navy participation results:

Still

Military Photographer of the Year

1st JO1 Robert Benson, USN
3rd PH2 Shane T. McCoy

Feature

1st	"Oh yeah, try this"	PH2 Brien Aho
3rd	"Gas Mask Mania"	JO1 Robert Benson
HM	"Fresh Air"	PH1 Johnny Bivera
HM	"Beached SEALs"	PH2 Ted Banks

Illustrative

1st	"Are You Being Served?"	PH2 Aaron Ansarov
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Pictorial

2nd	"Wondrous Water"	JO1 Robert Benson
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Picture Story

1st	"Those We Help"	JO1 Robert Benson
2nd	"Iron Will"	PH2 (AW) James Watson
3rd	"Volkslauf Mud Run"	PH2 Aaron Ansarov
HM	"Becky's World"	PH1 Tina M. Ackerman

Combat Camera

1st	"Face of the New Warrior"	PH1 Mark Kettenhofen
HM	"Screaming Super Hornet"	PH3 Lawrence Shannon

Portrait/Personality

2nd	"Peek-A-Boo"	PH1 Johnny Bivera
3rd	"Brokenhearted Man"	JO1 Robert Benson
HM	"If Jesus Were a Navy SEAL"	PH2 Ted Banks

Sports

1st	"Speed Swimmer"	JO1 Robert Benson
2nd	"Cruisin' for a Bruisin"	JO1 Robert Benson
HM	"Going Down"	PH1 Frank A. Fey
HM	"Big Bend"	PH1 Frank A. Fey

Video

Broadcast Stories

2nd	"U.S. Aids Turkey"	PHC David C. Kosling
3rd	"Navy Special Warfare Riverine Operations"	PH2 Valerie Thicklin

Editing - Non-Linear

2nd	"Navy Birthday Rollout"	PH2 Joseph Hendricks
HM	"All Hands Submarine"	PH2 Joseph Hendricks

VISUAL INFORMATION (VI) PRODUCTION AWARDS

The DOD (VI) Production Awards Program is an initiative of the Assistant Secretary of Defense for Public Affairs (ASD(PA)). Its purpose is to recognize outstanding VI productions created within or for the DOD, thereby enhancing the value and professionalism of the DOD VI production program.

The Navy's 1998-1999 DOD VI production award winners are:

Category: RECRUITMENT

Place: **1st**
Title: Navy Cryptology: The Next Generation
Producer: Naval Media Center, Washington, D.C.
Requestor: Navy Personnel Command, Washington, D.C.

Place: **3rd**
Title: Navy Nuclear Power Training Command
Producer: Naval Media Center, Washington, D.C.
Requestor: Navy Recruiting Command, Millington, Tenn.

Category: DOCUMENTARIES

Place: **1st**
Title: Basic Underwater Demolition/Seal: Class 224
Producer: NETPDTC, San Diego, Regional Electronic Media Center, San Diego
Requestor: Naval Special Warfare Center, San Diego

Place: **2nd**
Title: Korean War Veterans' Testimonial
Producer: Naval Media Center, Washington, D.C.
Requestor: Naval Media Center, Washington, D.C.

Category: TRAINING

Place: **3rd**
Title: Professional Relationships and Fraternization
Producer: Naval Media Center, Washington, D.C.
Requestor: Chief of Naval Education and Training, Pensacola, Fla.

Category: INTERNAL/PUBLIC INFORMATION

Place: **2nd**
Title: 5-A-Day
Producer: Naval Media Center, Washington, D.C.
Requestor: Navy Environmental Health Center, Norfolk

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Center Fleet Support Det., San Diego
HM - JO3 Ellen Maurer, Naval Media Center Broadcasting
Det., Misawa, Japan

Category J: Local TV Newscast

1st - "Newsline," Naval Media Center Broadcasting Det.,
Keflavik, Iceland
2nd - "Yokosuka Report," U.S. Fleet Activities Yokosuka, Japan
3rd - "AFN3 Sasebo News," Naval Media Center Broadcasting
Det., Sasebo, Japan
HM - "La Maddalena's Evening News," Naval Media Center
Broadcasting Det., La Maddalena, Italy
HM - "Sigonella Evening News," Naval Media Center
Broadcasting Det., Sigonella, Italy

Category K: Regional TV Newscast

1st - *NAVEUR Magazine*, Fleet Air Mediterranean, Naples,
Italy

Category L: Command Information Program

No winner.

Category M: Broadcast Journalist of the Year

1st - JO2 Miranda V. Williams, Naval Media Center Fleet
Support Det., San Diego
HM - JO1 Alan B. Bloom, U.S. Fleet Activities Yokosuka, Japan

Category N: SITE TV Newscast

No winner.

Category O: SITE TV Spot Production

1st- JO2 Peter Robertson, USS *George Washington* (CVN 73)

Category P: SITE Open

No winner.

JOC Jonathan Annis
JOC Randall Bagoly
JOC Robert Benson
JOC Alan Bloom
JOC Deborah Carson
JOC Richard Chernitzer
JOC Michael Foutch
JOC David Lockett
JOC Michael Raney
JOC David Rea
JOC Alejandro Rodriguez
JOC Patrick Schuetz
JOC Mary Scott
JOC Gerard Sekerak
JOC Dan Smithyman
JOC Douglas Stutz
JOC Scott Thornbloom
JOC Joseph Winton

PHC Charles Abell
PHC Clarence Arnold
PHC Mark Austin
PHC Jon Baker
PHC Brian Boes
PHC Todd Cichonowicz
PHC Gail Cline
PHC Thomas Daily
PHC Lewis Everett
PHC Jonathan Guzman
PHC Andrew McKaskle
PHC Daniel Smith
PHC Donald Smith
PHC Andrew Spears
PHC John Stadelman
PHC Tammy Trefts
PHC Les Waldenburg

Check us out on-line! The *PA Communicator* is available on-line at the Naval Media Center's website along with other internal media products such as *All Hands*, *Navy/Marine Corps News*, *Navy News Service*, *Navy Wire Service*, and *Captain's Call Kit*. The web address is <www.mediacen.navy.mil>.

Public Affairs Communicator relies on input from Navy Public Affairs professionals like you. Submissions (include photos in .jpg format) should be brief, to the point and designed to help readers work smarter, not harder.

E-mail your items to LT Brook DeWalt at <dewalt@mediacen.navy.mil> or call DSN 288-4380 or commercial (202) 433-4380.

Chief of Information
RADM Stephen Pietropaoli
Commanding Officer
CAPT Jim Kudla
Publishing Department Head
CDR Hal Pittman
Publishing Division Director and
Print Media Coordinator
LT Brook DeWalt
Editor
Marie G. Johnston
Layout and Design
DMI Rhea Mac Kenzie